

# Home Furnishings Calendar 1950

JANUARY

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## HOME FURNISHINGS CALENDAR

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\* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors \*  
 \* on national trade and consumer publications. This list covers decorating, \*  
 \* appliances, food, building, gardens - every phase of the home furnishings field. \*  
 \* To yearly subscribers this list is free. Non-subscribers pay \$25 for it. \*  
 \* Additional copies are \$5 each to yearly subscribers. Personnel changes and \*  
 \* additions are published weekly. Avail yourself of this invaluable service. \*  
 \* \* \* \* \*

\* One of our important functions is to clear dates so that conflicts will not \*  
 \* arise. Check with us as to available times before scheduling your next affair. \*  
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\* Events are listed without charge in the CALENDAR for approximately six weeks in \*  
 \* advance. Let us have your listing as early as possible so that we may help you \*  
 \* to avoid conflicts in dates and give you increasingly better service. New events \*  
 \* last minute changes and revisions are added each week as scheduled. \*  
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 14- Sept. 15	NEW FALL LINE In addition to new selections of the documentary patterns for which they are well known, Greeff Fabrics will introduce a wide variety of hand-blocked English prints as well as new patterns and colors in Mandarin silks on these dates. Hours are: September 14, 2:30 P.M. sharp; September 15, 10 A.M. sharp. Contact: Mrs. Donald Price, PL. 9-2310. Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Thursday Sept. 14 Just out	NEW HOW-TO-DO BOOK A new and helpful book for the home-owner is "How to Paint and Wallpaper" by Kay Hardy. Clear, practical and fully illustrated, even the amateur can achieve good results by following directions. Publ.: Miss Kask, LE. 2-7850.	FUNK & WAGNALLS	153 EAST 24TH ST.
Thursday Sept. 14 Just out	NEW WALLPAPER A new wallpaper for gameroom or bar is called "Zodiac" and features comic caricatures of zodiacal symbols accompanied by amusing jingles. Available at department stores or through decorators. Publ.: D.A. Ehrlich, MU. 4-4540.	F. SCHUMACHER & CO.	60 WEST 40TH ST.
Thursday Sept. 14 Just open	NEW FURNITURE GROUP A new moderate-priced group of living, dining and bedroom pieces, designed by Warner Cleveland and Helen Kelly, will be shown at the Town House, Lanai 115, through Sept. 30. Contact: J. R. Nason, S. Karpen & Bros., California, Huntington Park, California.	KARPEN OF CALIFORNIA	LOS ANGELES, CAL.
Sept. 15-20	CHICAGO ANTIQUES EXPOSITION AND COLLECTORS FAIR, CHICAGO, ILLINOIS.		
Sept. 16- Sept. 21	TRI-STATE GIFT AND ARTWARE SHOW, NETHERLANDS PLAZA HOTEL, CINCINNATI, OHIO. CONTACT: O.K.I. TRI-STATE GIFT SHOW, 2709 SHANMOORE AVE., NORWOOD, OHIO.		
Sept. 17- Sept. 20	DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 17- Sept. 20	WESTERN JEWELRY & SILVERWARE SHOW This show, which will also include china and glass, will be held on these dates. Contact: Woody Klingborg, L.A. Trade Fair, 1151 S. B'way, Los Angeles 15, California. Publicity: Medberry & Barth, 860 S. Los Angeles Street, Los Angeles 14, California.	LOS ANGELES TRADE FAIR 1151 SO. BROADWAY, L.A.	HOTEL BILTMORE LOS ANGELES, CAL.
<u>WEEK BEGINNING MONDAY, SEPTEMBER 18, 1950</u>			
Sept. 18- Sept. 20	NORRISTOWN FAIR, CITY HALL AUDITORIUM, NORRISTOWN, PENNSYLVANIA. CONTACT: JOAH A. HEIDEL, MGR., NORRISTOWN, PENNSYLVANIA.		
Sept. 18-21	NATIONAL GIFT SHOWS, TORONTO, ONTARIO, CANADA.		
Monday Sept. 18- Sept. 27	DISPLAY OF PRIZE- WINNING PATTERNS Prize winning decorative fabrics of the 1950 Julore Design Competition will be displayed in space donated by the Merchandise Mart. The exhibit will consist of four model rooms decorated with furniture by Davidson Ltd. of Chicago. Other Julore fabrics and wallpapers as well as Tropicraft Woven Wood Products will be incorporated into the rooms in this program to further good design. Publicity: Franklin Fisher & Assoc., MU. 2-1983.	JULORE	MERCHANDISE MART CHICAGO, ILLINOIS
Monday Sept. 18 Just open	NEW DEPARTMENT A new department on the 9th Floor will open to the public on this date. It will feature an unusual collection of ceramics by noted painters, sculptors and ceramists of the Associated American Artists working for the first time in a group effort. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	38TH & 5TH AVENUE
Tuesday Sept. 19 4:00 P.M.- 7:00 P.M. Cocktails	BUFFET PRESS PARTY AND TEA SAMPLING China Leaf Tea - "The Champagne of Teas" will be introduced at this party for the press, by invitation only. Publicity: Adele Lakes, Dundon Associates, Inc., WI. 7-7062.	SEMBODJA CORPORATION OF NEW YORK	HOUSE OF CHAN 7TH AVE. & 52ND ST.
Wednesday Sept. 20 3:00 P.M.	PRESS SHOWING A showing of drapery fabrics in Sunshine House will be held on the 7th Floor. The house is decorated with sunshine. Publicity: Terra Mayer, LO. 5-1500, Ext. 600.	GIMBEL BROS.	33RD & 6TH AVENUE
Wednesday Sept. 20	HOME FASHIONS SECTION A 31 page section entitled "Good Housekeeping's Handbook of Decorating" will be published in the magazine's October issue, on the stands about the above date, to tie-in with Home Fashions Time. Traditional and modern interpretations will be considered and there will be special sub-sections on color. Contact: Helen E. Sells, CO. 5-7300.	GOOD HOUSEKEEPING	57TH ST. AT 8TH AVE.
Sept. 21	YOM KIPPUR---JEWISH DAY OF ATONEMENT.		
Thursday Sept. 21 11:30 A.M.	FIRST FALL LUNCHEON The first luncheon of the Fall season will be held in the Hendrik Hudson Room. Mary Margaret McBride's broadcast will be given from the luncheon and no one will be seated after 12 noon. Tickets, \$4.25 each. Mail reservations only, accompanied by check. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 21- Sept. 30	TO PROMOTE HOME FASHION TIME A definite program to tie-in with and promote Home Fashion Time has been adopted by the Carpet Inst., Inc. and by the Decorative Fabrics Inst., Inc. The Carpet Inst. will start its observance on the Thursday preceding the official week, Sept. 25-30. Advertising mats, display ideas, a special poster and streamer, will be included in the Home Furnishings Industry Comm. kit at no extra charge and will be available through the National Retail Furniture Assn. A special carpet kit will be made available to carpet and rug shops. Department, furniture and fabric specialty stores throughout the country will be sent "Fashion Facts", a work-plan kit for decorative fabric promotions during Home Fashion Time and throughout the year. A single sheet of 15 stories and fillers will be sent to newspaper editors of woman's pages. Scripts on decorative fabrics as well as time spots on Home Fashion Time have been prepared for women's program commentators across the country. Contact for Carpet Inst.: Melva Chesrown, EL. 5-7651. Contact for Decorative Fabrics Inst.: Claire Corbin, LO. 5-1399.	CARPET INSTITUTE, INC. DECORATIVE FABRICS INST. INC.	NATIONWIDE RETAILERS
Sept. 21-30	CALIFORNIA HOME FASHIONS SHOW, OREGONIAN'S HOSTESS HOUSE, PORTLAND, ORE.		
Sept. 24	METZ INTERNATIONAL FAIR, GERMANY TO OCTOBER 8.		
Sunday Sept. 24	SPECIAL FEATURE SECTION A special full-size supplement will be included with the Sunday edition of the Times for this date to coincide with the promotion of Home Fashion Time. This "N.Y. Times Home Section" will be devoted to design, decoration, maintenance, recreation and entertainment. Send editorial photographs and material to Betty Pepis, LA. 4-1000.	N. Y. TIMES	229 WEST 43RD ST.
Sept. 24-26	FLORIDA CHINA, GLASS & GIFT SHOW, SAN JUAN HOTEL, ORLANDO, FLORIDA.		
Sept. 24- Sept. 28	NORTHWEST GIFT, ART & HOUSEWARES SHOW, HOTELS RADISSON & DYCKMAN, MINNEAPOLIS, MINN. CONTACT: HELEN BRETT, 9825 S. MERRION AVE., CHICAGO 17, ILL.		
Sept. 24- Sept. 30	ALLIED JEWELRY SHOW, HOTEL BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		

WEEK BEGINNING MONDAY, SEPTEMBER 25, 1950

Monday Sept. 25- Sept. 30	ANNUAL HOME FASHION TIME This annual national event is receiving strong backing in New York. Macy's, Lord & Taylor's, Bloomingdale's, Sterns and Abraham & Straus have already indicated their intention to participate whole-heartedly. Meetings have been scheduled with other department stores and with home furnishings retail shops. Editorial material, including photographs on new fashions in home furnishings is beginning to come in and it is hoped that sufficient material will be available to meet the demands of the coast-to-coast press. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE 441 MADISON AVENUE	STORES THROUGHOUT THE COUNTRY
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 25- Sept. 30	NATIONAL WINDOW WEEK Newspaper and magazine editors will be furnished with four actual samples of new fabrics plus samples of all venetian blind news for any television show across the country on which the editor will discuss "What the well-dressed window will be wearing this fall." A four-page story, plus four pictures, including a "before and after" problem window treatment is also part of this package. Contact: Kim Wiss, Steve Hannagan, PL. 5-2900.	STEVE HANAGAN OFFICE	NATIONWIDE
Monday Sept. 25- Jan. 25	RADIO-TELEVISION WORKSHOP Registration for basic and advanced courses in radio and television given during the above dates will begin the week of September 11, Mondays through Fridays from noon to 7 P.M. These courses for adults include production, acting, announcing, writing and make-up, in both mediums. Contact: Mr. Warren Bower, SP. 7-2000, Ext. 755.	DIV. OF GENERAL EDUCATION NEW YORK UNIVERSITY	1 WASHINGTON SQUARE NORTH
Tuesday Sept. 26 4:00 P.M.- 7:00 P.M. Cocktails	NEW FALL LINE TO BE SHOWN All home fashions, interior design and special feature editors as well as all newspaper women's page personnel are invited to a cocktail party at The Ullman Co.'s N.Y. showroom. The fall line of Princess Place Mats and All Plastic Shelf-N-Edge will be introduced to the press. Publicity: Dorothy Quinn, HY. 7-3700.	THE ULLMAN CO., INC.	ROOM 1307 230 FIFTH AVENUE
Tuesday Sept. 26 6:00 P.M. Dinner	OPENING DINNER The opening dinner of this organization will be held in the Wedgwood Room. Subject will be "The Wide World as We Saw It" and members will discuss their travels and experiences. Tickets, \$5 each. Contact: Mabel S. Blake, Adv. Women of N.Y., 1233 Sixth Ave., CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Tuesday Sept. 26 7:00 P.M.	SURVEY COURSE IN PUBLICITY A ten week course on publicity techniques to be held on consecutive Tuesdays, will start on this date. Open to non-members. Guest speakers from publications and advertising and publicity concerns will conduct the lectures. Fee for entire course is \$10. Application forms may be obtained from the club office. Address Rita Otway, Room 308, Hotel Shelton, Lexington Ave. & 49th St., New York 17, N.Y., PL. 5-4000.	PUBLICITY CLUB OF NEW YORK	HOTEL SHELTON 49TH ST. & LEXINGTON
Tuesday Sept. 26	KATHI URBACH EXHIBIT A special promotion and display of the fiber-sculptured paintings, wall hangings and murals of artist-sculptress Kathi Urbach will be featured by C. D. Peacock, beginning on the above date. Miss Urbach will appear there personally on Sept. 26 and 27. Also to be shown are Miss Urbach's fabric-sculpture figurines. Contact: Miss Barbara Manley, C. D. Peacock, State & Monroe Streets, Chicago, Illinois. Publicity: Frances Carter Scott, OR. 5-3815.	C. D. PEACOCK	CHICAGO, ILLINOIS
Sept. 26-27	SEMI-ANNUAL MEETING OF ALUMINUM WARES ASSOC., ORINGTON HOTEL, EVANSTON, ILL.		
Sept. 26- Oct. 1	1950 WESTCHESTER BETTER HOMES EXPOSITION, COUNTY CENTER, WHITE PLAINS, N.Y. CONTACT: ROBERT A. DURK, MGR., 201 MAIN STREET, WHITE PLAINS, N. Y.		
Sept. 27- Oct. 1	NEW HAVEN ANTIQUES SHOW, NEW HAVEN, CONNECTICUT. CONTACT: MILTON COTTLER, MGR., 220 PARK AVENUE, NEW HAVEN, CONN.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 27- Dec. 13 7:00 P.M.- 8:40 P.M.	SERIES OF TWELVE MEETINGS A twelve-week workshop, to be held Wednesday evenings, will be conducted by Beatrice Schapper. Actual practice in preparation of material for editors of trade, special interest, professional and popular magazines will be given. Fee, \$15 for the course. Registration up to Sept. 22 at any branch library or mail check or money order to Adult Education Office, City College, Convent Avenue & 139th St., New York, N.Y.	CITY COLLEGE ADULT EDUCATION PROGRAM	ROOM 115 N.Y. PUB. LIBRARY
Thursday Sept. 28 5:30 P.M.	PRESS SHOWING A showing, by invitation only, for the press and customers of the new Beacon Hill rooms will be held in the 7th Floor Galleries on this date. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	34TH ST. & 5TH AVE.
Sept. 28- Sept. 29	ANNUAL CONVENTION OF NATIONAL ASSOCIATION OF FURNITURE MANUFACTURERS. EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS.		
Thursday Sept. 28- Nov. 30 7:30 P.M.	PUBLICITY WORKSHOP LECTURE COURSE Ten Thursday evening lectures by leading publicists and editors on specific phases of the fashion industry and related fields will begin on this date: Ready-to-wear; Cosmetics; Food and Home Furnishings. Workshop sessions on photography and the mechanics of publicizing products of interest to women will also be held. Director: Ellen Lind. Fee for course: \$20.00. Contact: Mrs. Gilbert, Promotions, MU. 8-1837.	PROMOTIONS 1068 SECOND AVENUE	HOTEL DELMONICO PARK AVE. & 59TH ST.
Sept. 29	NATIONAL TELEVISION & ELECTRIC LIVING SHOW, CHICAGO, ILL., TO OCTOBER 8.		
Sept. 30	BRUSSELS FOOD EXHIBITION TO OCTOBER 18, BRUSSELS, BELGIUM.		
Oct. 1- Oct. 5	GREATER NATIONAL CAPITAL GIFT, ART AND HOUSEWARES SHOW. HARRINGTON HOTEL, WASHINGTON, D.C. CONTACT: HELEN BRETT, 9825 S. MERRION AVE., CHICAGO, ILL.		
Oct. 1-31	NATIONAL PICTURE MONTH. PUBLICITY: CATHERINE BLONDIN, MU. 9-7360.		
Oct. 1-31	CHEESE FESTIVAL MONTH.		

#### ADVANCE DATES AND NOTICES

Monday Oct. 2	WEAVING WORKSHOP Weaving courses conducted by Miss Blumenau start on this date. They are held Mondays, Tuesdays and Fridays from 7 to 9 P.M. and Saturdays from 10 to 12 A.M. Beginners learn fundamentals; advanced students select their own problems, create their own designs and study the more complex hand weaving techniques. Registration: Sept. 23, 2 to 5 P.M.; Sept. 25-27, 6 to 9 P.M. Contact: Lili Blumenau, AL. 4-7363.	LILI BLUMENAU	53 EAST 9TH ST.
Oct. 2- Oct. 4	AMERICAN MANAGEMENT ASSOC. CONFERENCE ON PERSONNEL PROBLEMS OF INDUSTRIAL MOBILIZATION; HOTEL STATLER, N.Y. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Oct. 2- Oct. 5	LANCASTER ANTIQUES SHOW, MOOSE TEMPLE, LANCASTER, PENNA. CONTACT: MRS. MABEL I. RENNER, 483 MARKET STREET, YORK, PENNA.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 2- Oct. 6	NATIONAL HARDWARE SHOW, GRAND CENTRAL PALACE, NEW YORK, N.Y. CONTACT: TED BLACK, MEDICAL ARTS BLDG., READING, PA.		
Oct. 2- Oct. 6	PREMIUM AND ADVERTISING SPECIALTIES EXPOSITION: 71ST REGIMENT ARMORY, N.Y. CONTACT: ARTHUR TARSHIS, LU. 2-4627.		
Oct. 2-7	SOUTHERN TEXTILE EXPOSITION, GREENVILLE, SOUTH CAROLINA.		
Oct. 2-8	GAS APPLIANCE MFRS. ASSN. EXPOSITION, CONVENTION HALL, ATLANTIC CITY, N.J.		
Wednesday Oct. 4 5:45 P.M.- 8:30 P.M.	REGISTRATION FOR COURSE ADV. WOMEN OF N.Y. The Annual Survey of Advertising Course will be held at the Waldorf this year and will consist of 24 lectures held each Monday night. The fee for entire course, \$15. Come to the Astor Gallery for registration on Oct. 4. Lectures start Oct. 9 when Samuel C. Gale of General Mills, Inc. will discuss Advertising and Public Relations. Contact: Mabel S. Blake, Adv. Women of N.Y., 1233 Sixth Avenue, N.Y.C., CI. 5-4149.	WALDORF-ASTORIA	
Oct. 4- Oct. 6	PERSONNEL SEMINAR, AM. MANAGEMENT ASSN., HOTEL NEW YORKER, N.Y.C. CONTACT: EDWARD K. MOSS, BR. 9-6055.		
Thursday Oct. 5 3:00 P.M.- 7:00 P.M. Cocktails	NEW LIGHTING DEVICES The press, by invitation only, is invited to a presentation of new floor and table lamps and ceiling fixtures designed by the Italian architect, Safarti, and imported from Italy. The press will also be invited to inspect the remodeled first floor of the Lightolier showrooms designed by Edward J. Wormley. Publ.: Byrna S. Spero, Alfred Auerbach, CO.5-7805.	LIGHTOLIER	11 EAST 36TH STREET
Thursday Oct. 5 5:30 P.M.	PRESS SHOWING A showing, by invitation only, for the press and customers of the new Beauville collection of French Provincial rooms will be held in the 7th Floor Galleries on this date. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	34TH & 5TH AVE.
Friday Oct. 6 4:00 P.M.- 7:00 P.M. Cocktails	TASTING PARTY The school's 10th anniversary will be celebrated at this kitchen fete and cocktail party with many special occasion dishes and continental delica- cies. For the press, by invitation only, the celebration will provide many taste-tested recipes to take home. Contact: Vera Craener, TR.4-1118.	MANHATTAN BAKING & COOKING SCHOOL	140 WEST 83RD STREET
Oct. 8- Oct. 12	49TH STATE ST. LOUIS GIFT, ART & HOUSEWARES SHOW, HOTEL STATLER, ST. LOUIS, MO. CONTACT: HELEN BRETT, 9825 S. MERRION AVE., CHICAGO, ILL.		
Oct. 8-14	CRANBERRY WEEK.		
Oct. 8-15	NATIONAL WINE WEEK.		
Oct. 9- Oct. 12	PHILADELPHIA GIFT SHOW, BENJAMIN FRANKLIN HOTEL, PHILADELPHIA, PENNA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 FIFTH AVENUE, N.Y.C. MU.9-7147.		
Oct. 9- Oct. 14	HARTFORD BETTER HOMES SHOW, HARTFORD, CONN. CONTACT: MILTON COTTLER, 220 PARK AVENUE, NEW HAVEN, CONN.		



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Monday Oct. 9- Oct. 15	TABLE FASHIONS OF 1951 SHOW A week's showing, sponsored by the San Francisco Chronicle in the three ballrooms of the Clift Hotel, will launch Helen Chamberlin's Table Fashions of 1951. This season's show of 22 tables and as many shadow boxes will be divided into a bridal group, a holiday group, tables for special occasions, and a group of five settings which Mrs. Chamberlin calls "This is Your Way of Life." There will be additional showings on the west coast and in the East; dates to be announced later. Contact: Helen Chamberlin, 514 14th Ave. North, Seattle 2, Wash., CAPITAL 5149.	HELEN CHAMBERLIN	CLIFT HOTEL SAN FRANCISCO, CAL.
Tuesday Oct. 10 2:00 P.M.- 7:00 P.M.	NEW GEORGIAN GALLERY A suite of model rooms blending contemporary and traditional themes as a background for fine 18th Century mahogany reproductions will be shown to the press, leading architects, designers and decorators, by invitation only. Fifty new pieces of the Charak mahogany collection will be on display for the first time. Publicity: Bill Sheraton, Alfred Auerbach Assoc., CO. 5-7805.	CHARAK FURNITURE CO.	444 MADISON AVENUE
Wednesday Oct. 11 1:30 P.M.- 2:30 P.M.	LUNCHEON FASHION SHOW "Designed for Living", a coordinated showing of new fall fashions, Scalamandre fabrics and table settings by Carole Stupell will be held on this date. For the press by invitation only and for the public by reservation. Publicity: Nola Luxford. Contact: Francois, TE. 8-8000.	SCALAMANDRE AND CAROLE STUPELL	HOTEL PIERRE COTILLION ROOM
Oct. 12	COLUMBUS DAY.		
Oct. 14-21	BALTIMORE FOOD SHOW & HOME APPLIANCE EXPOSITION, BALTIMORE, MARYLAND.		
Oct. 15- Oct. 21	JAMESTOWN FALL MARKET, JAMESTOWN, NEW YORK. CONTACT: P. E. DENNEY, FURN. MFRS. BLDG., JAMESTOWN, NEW YORK.		
Monday Oct. 16	HEIFETZ DESIGN GALLERY From 60 to 80 lamps made by the Heifetz Co. plus sculptures and accessories will be highlighted at the opening of another Heifetz Design Gallery at Rich's Store for Home. The display will be divided between Rich's fifth floor lamp department and adjoining modern furniture section. Mr. Heifetz will personally attend the show. Publicity: Hilda Kassell, PL. 9-2917.	RICH'S STORE	ATLANTA, GA.
Oct. 16- Oct. 21	FALL GIFT AND HOUSEWARES SHOW, SAN FRANCISCO, CALIFORNIA. CONTACT: A. C. BALL, 1355 MARKET STREET, SAN FRANCISCO, CALIFORNIA.		
Oct. 16- Oct. 20	INTERNATIONAL SILK CONGRESS. CONTACT: G. ELBOGEN, 450 FOURTH AVENUE, MU. 4-0775.		
Oct. 16-21	NEW YORK ANTIQUES FAIR. CONTACT: C.J. NUTTALL, 660 MADISON AVE., TE. 8-6830.		
Tuesday Oct. 17	KATHI URBACH EXHIBIT A special promotion and display of the fiber sculptured paintings, wall hangings and murals of artist-sculptress Kathi Urbach will be featured by the Town Shop beginning on the above date, when Miss Urbach will make a personal appearance there. Also to be shown are Miss Urbach's fabric sculpture figurines. Publicity: Frances Carter Scott, OR. 5-3815.	THE TOWN SHOP	NEW BEDFORD, MASS



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 18 12:15 P.M.	MONTHLY LUNCHEON Henry Dreyfuss will be the guest speaker at this luncheon in the Hendrik Hudson Room. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Oct. 18- Oct. 20	ANNUAL NATIONAL CONFERENCE OF THE SOCIETY OF THE PLASTICS INDUSTRY, SWAMPSCOTT, MASS., PUBLICITY: LANGDON P. WILLIAMS, MU. 6-1490.		
Thursday Oct. 19- Oct. 20 12:15 P.M.- 5:00 P.M.	EXHIBIT OF FABRICS As part of the larger fashion program on these two days there will be an exhibit of silk decorative fabrics from such houses as: Greeff, Jofa, Brunschwig, Scalomandre, Schumacher, Peter Schneider and J. H. Thorp. Tom Lee is preparing all exhibits. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATL. SILK CONGRESS	WALDORF ASTORIA
Oct. 23- Oct. 28	TRADE SHOW, NATL. ASSN. OF SUMMER FURN. MFRS., AM. FURN. MART, CHICAGO CONTACT: H. J. SEISEL, 424 MADISON AVE., NEW YORK, N.Y., EL. 5-0138		
Oct. 24- Oct. 30	NATIONAL HONEY WEEK SPONSOR: AMERICAN HONEY INSTITUTE, COMM. STATE BANK BLDG., MADISON, WISC.		
Oct. 26- Nov. 4	GREATER DENVER HOME SHOW, DENVER ASSN. OF HOME BUILDERS, DENVER, COLO. CONTACT: J. P. TUFTS, 738 U.S. NATL. BANK BLDG., DENVER, COLORADO.		

#### MUSEUM, GALLERY AND GARDEN NEWS

Thursday Sept. 14- Oct. 28	MODERN PAINTERS & SCULPTORS PERSPECTIVES IN FABRIC DESIGN EXHIBIT GALLERY A cocktail party to preview the exhibit, by invitation only, will be given at the gallery on Sept. 13 from 4 to 7:00 P.M. for the magazine and newspaper press and buyers. Leading textile firms in the decorative and apparel fields as well as important wallpaper producers are participating in this presentation of advanced textile design. Publicity: Mary Marsh, PL. 9-2675.		34 EAST 51ST STREET
Sept. 20- Sept. 21	DAHLIA SHOW, PALISADES BALLROOM, ESSEX HOUSE, 157 W. 58TH ST., N.Y.C. CONTACT: HORTICULTURAL SOCIETY OF NEW YORK, 157 W. 58TH ST., PL. 7-0915.		
Thursday Sept. 21	GARDENING COURSES On this date a three session course on rose growing to be conducted by Dr. Cynthia Westcott will start. On Oct. 2 a course in fall work for the spring garden will commence. Five other short courses will begin during mid-October. Contact: Frances M. Miner, MA. 2-4433.	BKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.
Wednesday Sept. 27- Nov. 5	ARCHITECTURAL EXHIBIT The work of Skidmore, Owings and Merrill which includes buildings throughout the country that have been mass-produced, employing high standard American techniques, will be shown in models, photographs and plans. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Monday Oct. 9- Oct. 30	ARCHITECTURAL EXHIBIT In its new quarters at the above address, the Village Art Center will hold its first architectural exhibition under the direction of Edgar Tafel, architect. Contact: Miss Clark, OR. 5-6048.	VILLAGE ART CENTER	42-44 WEST 11TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Contd)</u>			
Friday Oct. 20- Dec. 3	TWO THOUSAND YEARS OF SILK "The World of Silk" exposition shows the development of the art of silk weaving from its origins in Ancient China to the early 20th Century. Some 400 examples from the museum's excellent silk collection will be shown. The press is invited to preview the exhibit on Monday, Oct. 16 from 10 A.M. to 4 P.M. Delegates to the 2nd International Silk Congress may preview the exhibit, by invitation only, on Wednesday, Oct. 18 from 5 to 7 P.M. Members of the Museum, by invitation only, may see the exhibit on Oct. 19 from 8:30 to 11 P.M. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM OF ART	FIFTH AVENUE AT 82ND STREET

#### TELEVISION NEWS

Thursday Sept. 14 10:00 A.M.- 11:00 A.M.	TELEVISION PROGRAM KATHI NORRIS PROGRAM On this date Bonniers will display their well-known Scandinavian home furnishings on Kathi Norris' program. On Monday, Sept. 18, Robert Limpus, designer of functional and beautiful children's furniture, will give decorating hints for a child's room. On Tuesday, Sept. 19, Leonard Barrent of the Better Business Bureau will give pointers on buying home furnishings and Margot de Montane will demonstrate the loom on which she makes handknotted rugs. Publicity: Babs Doniger, PL. 3-1742.	WNBT CHANNEL 4	NBC ROCKEFELLER PLAZA
Friday Sept. 15 12:00 M.- 1:00 P.M.	TELEVISION PROGRAM JUST FOR YOU On this date Barbara Baer, author of "Making Curtains and Draperies," will demonstrate the making of a simple curtain on this program. On Wed., Sept. 20, Arthur Nodine, curtain and drapery buyer for Gimbel's will talk about interior decorating. Publ.: Babs Doniger, PL. 3-1742.	WNBT CHANNEL 4	NBC ROCKEFELLER PLAZA

#### PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below.

House & Garden, 420 Lexington Avenue, New York 17, N. Y.

Fay Hines has been appointed Executive Editor of House & Garden and Suzanne Gleaves has been made Managing Editor. Miss Hines was formerly Managing Editor and Mrs. Gleaves was Copy Chief.

Bride's Magazine, 527 Fifth Ave., New York 17, N. Y.

Claire M. Barrows, formerly with Alexander Smith, has joined Brides Magazine as Assistant Home Furnishings Editor.

Flair, 488 Madison Avenue, New York 22, N. Y.

Kitty Perkins, formerly of Living and Charm, has joined Flair as Associate Merchandise Editor.

Ziff Davis Publishing Co., publishers of Modern Bride are now at 366 Madison Ave, MU. 7-8080. Editorial dept. still in Chicago.



DATE

WHAT'S GOING ON

GIVEN BY

WHERE

EDITORIAL REQUIREMENTS

For The Courier-Journal, Louisville 2, Kentucky.

On Sunday, Sept. 24, this paper will publish a home furnishings, appliances and building materials section. Stories and photographs are solicited. Address Helen Leopold, Promotion Dept.

For Radio Station KOOS, Coos Bay, Oregon.

A new woman's program, "Strictly Feminine" is being produced. It runs for thirty minutes, five days a week. Stories on home furnishings, interior decoration, china and pottery, sterling silver, glassware and so on are desired. Address: Kay Konrad.

For Canadian National Magazine, Room 355 Canadian National Station, Winnipeg, Manitoba, Canada.

Releases on housewares, needlecrafts and other matters of interest to women is desired. Address Angela Lane, Women's Editor.

For People and Places Magazine, 3333 North Racine Avenue, Chicago, Ill.

This magazine can use Christmas decoration glossy photographs featuring table, mantle and about-the-home objects which are easy for the average home-owner to make. Address: Frederick O. Schubert, Editor.

For Hobby Times, P. O. Box 102, White Plains, N. Y.

This publication is interested in anything pertaining to the hobby field: books on antiques, cabinets for odd china, frames for buttons, utility cabinets, any information which can be linked with stamps, coins, buttons, antiques, autographs, magic and science. Address: Frank Del Witt.

For Frances Troy Schwab, 35 Anderson Street, Boston 14, Mass.

Miss Schwab writes an illustrated column called "What's New For The Home" which is syndicated in 10 cities. She can use information and photos on new labor and time saving household equipment, attractive furniture, new money saving building equipment, etc. She needs 4 glossy prints of each illustration, sizes and colors, approximate retail price and she must know whether the product is now distributed nationally.

For News-Pictures-International (combined with Fashion Features Syndicate), Parks St. Island Creek, Mass.

This syndicate is interested in obtaining regularly, picture features, illustrated article materials, single picture subjects, how-to-do material pertaining to anything in home building or decorating, food, gardening and art and antiques. Exclusives are not mandatory and stories are released to special newspapers, magazines and miscellaneous publications. Address: Ray A. La Joie, Editorial Director.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor  
Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

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